



Department of Public Health and Human Services

Public Health & Safety Division ♦ Family & Community Health Bureau ♦ 1400 East Broadway Rm A116 ♦

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Steve Bullock, Governor

Richard H. Opper, Director

Montana WIC Retailers:

You will receive or have already received copies of the new Montana WIC Food List. These changes will be effective May 1, 2014. For the most part, the food list has remained the same but there are a few changes which are highlighted in this letter. Please share the information with all of your staff in a timely manner. Keep this new food list by every cash register in addition to the current program booklet for retailers. If you need more copies of the new food list or the program booklet, please let us know and we will get them out to you ASAP.

It is important to note that these changes do not affect your stocking requirements. You will also receive new shelf tags shortly. Starting May 1, 2014, please make sure you are using the new shelf tags.

If you have any questions, please contact Leah Steinle at 406-444-5530 or 1-800-433-4298, option 2. Remember, these changes are effective May 1, 2014. Before then, you will continue to see benefits with the food items that are in the program booklet; please honor those benefits.

Thank you,

Montana WIC Retail Team

Leah Steinle, Kevin Moore and Glade Roos

Milk - Removed

- No organic milk
- No sweet acidophilus

Soy Beverage – Added

- Lucerne Soy milk – ½ gallons cartons. Original flavor only.
- Silk Soy Milk – ½ gallon cartons. Original flavor only.

Cheese – Removed

- No cheese stick/string cheese

Whole Grain Choice – Added

- Safeway Kitchens 100% Whole Wheat Bread, 16 oz.

Whole Grain Choice – Removed

- Wonder 100% Soft Whole Wheat, 16 oz. (not available at this time)
- LaBurrta Yellow Corn Tortillas, 16 oz. (very low availability in MT)

Juice, 48-46 oz. plastic bottles - Removed

- All apple juice varieties
- All grape juice varieties
- All white grape juice varieties

Juice, 16 oz. frozen concentrate – NEW CATEGORY

- Orange juice – Everyday Essential, Flavorite, IGA/Shopper Valu, Kroger, Our Family, Safeway, Western Family

Baby Food, Fruits and Vegetables – Added

- Combinations of fruits and vegetables (mixed fruits and mixed vegetables)

Baby Food, Meats – Clarification

- No meat sticks

Cereal – Added

- General Mills, Kix Original
- Kellogg's, All Bran Complete Wheat Flakes
- Kroger, Corn Bitz
- Kroger, Rice Bitz
- Post, Grape Nuts Original
- Safeway – Crispy Rice
- Cream of Rice Hot Cereal

Cereal – Removed

- Honey Oats - Almond
- Honey and Oat Blenders - Almond and Honey Roasted
- Honey Bunches of Oats – Almond, Cinnamon, Honey Roasted, Vanilla
- Honey Oats and Flakes
- Oats and More – Almond and Honey Roasted